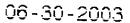


40.00 DA

7029552





102485173



## U.S. DEPARTMENT OF COMMERCE

**SHEET** 

Patent and Trademark Office Docket No. 058788-2500

| <del></del>  |   |   |
|--|---|---|
| ·  | To the Commissioner of Pate                       | ents and Trademarks: Please record the attached original documents or copy thereof.   |
| 1. Name of Co  | nveying party(ies):                               | 2. Name and address of receiving party(ies):  |
| Koret of Cal  ☐ Individu   | ial(s)  |   |
| ☐ General<br>☑ Corpora   |   | tnership Chesterfield, Missouri 63102  Individual(s) citizenship:   |
| California   |   | Association:  |
| Additional name(   | s) of conveying party(ies) attached?              | Limited 1 artifership.  |
| 3. Nature of co  | onveyance:  | Corporation-State: Delaware   |
| <ul><li>■ Assignn</li><li>□ Security</li><li>□ Other:</li></ul>  | nent  | Other:  |
| Execution D  | vate: June 19, 2003                               |   |
| 4. Application   | number(s) or registration number(s):              |   |
| A. Traden  | nark Application No.(s) 78/256,0                  | B. Registration No.(s)  |
| Additional number  | ers attached?   Yes  No                           |   |
| <ol> <li>Name and address of party to whom correspondence concerning<br/>document should be mailed:         <ul> <li>Rochelle D. Alpert<br/>Morgan, Lewis &amp; Bockius LLP<br/>One Market<br/>Spear Street Tower</li> </ul> </li> </ol> |   | ice concerning 6. Total number of applications and trademark registrations involved: 1  |
|  |   | 7. Total fee (37 C.F.R. § 3.41): \$40.00  |
|  |   | □ Enclosed  |
|  |   | Authorized to be charged to deposit account, referencing Attorney Docket<br>058788-2500                                       |
|  | ancisco, CA 94105                                 | 8. Deposit account number: 13-4520  |
| The C  | ommissioner is hereby authorized to charge any fe | bees under 37 C.F.R. § 1.21 which may be required by this paper, or to credit any overpayment to Deposit Account No. 02-3950. |
|  |   |   |
| 9. Statement an  | •   | DO NOT USE THIS SPACE   |
| To the be  | st of my knowledge and belief, the for            | regoing information is true and correct and any attached copy is a true copy of the original document.                        |
|  |   |   |
| Name: Carla  | B. Oakley   | Culip Geriling June 19, 2003  |
|  |   | Signature Date  |
|  | Total numb  | per of pages comprising cover sheet, attackment and document: 2   |
|  |   |   |
|  | Mail docu   | aments to be recorded with required cover sheet information to:   |
|  | Div   | rector of the United States Patent and Trademark Office   |
| 0/2002 PT0U(4  | AAAAAA 434PA                                      | P.O. Box 1450<br>Alexandria, VA 22313-1450  |
| 0/2003 GTON11  | 00000021 134520 78256027                          |   |
| :: <b>85</b> 21  | 40.00 DQ  |   |

**TRADEMARK REEL: 002766 FRAME: 0634** 

## ASSIGNMENT OF TRADEMARK

Whereas, Koret of California, Inc. ("Koret"), an California corporation, located and doing business at 505 14th Street, Oakland, California 94612, intends to use the mark BELIZA in commerce and has filed an application, assigned serial number 78/256,027, indicating that intention but has not yet filed an allegation of use under Sections 1(c) or (d) of the Trademark Act, and,

Whereas Kellwood Company ("Kellwood"), an Delaware corporation and the parent corporation of Koret of California, Inc. located and doing business at 600 Kellwood Parkway, Chesterfield, Missouri 63102, is desirous of acquiring the BELIZA trademark and the pending intent-to-use application filed for the mark BELIZA, Serial No. 78/256,027 and that portion of the business of Koret to which the application pertains;

For good and valuable consideration, receipt of which is hereby acknowledged, Koret assigns to Kellwood all its right, title and interest in and to the Mark, together with the goodwill of the business symbolized by the BELIZA Mark, and the application for the Mark. This assignment includes the right to sue and recover damages for past and future infringement of rights in the BELIZA Mark and to bring any proceeding in the United States Patent and Trademark Office. The right, title and interest is to be held and enjoyed by Kellwood as fully and exclusively as it would have been held and enjoyed by Koret had this assignment not been made.

Date: 6/19/03

Dy. Z

me: Bradley Kennison

Title: Senior Vice President and

RECORDED: 06/24/2003

Chief Financial Officer

1-SF/7028815.1

TRADEMARK REEL: 002766 FRAME: 0635